

**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, August 30, 2011 00:36 AM  
**To:** tgourdelaw@cox.net  
**Subject:** Official USPTO Notice of Publication: Serial Number 85287029



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## NOTICE OF PUBLICATION

**Serial Number:** 85-287,029  
**Mark:** KDZ BRUXER(SYTLIZED/DESIGN)  
**International Class(es):** 010  
**Applicant:** Keating Dental Arts, Inc.  
**Attorney Reference Number:**

The mark identified above has been published in the *Trademark Official Gazette* (OG) on Aug 30, 2011. Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then within twelve (12) weeks of the publication date a notice of allowance (NOA) should issue. (Note: The applicant must file a Statement of Use or Extension Request within six (6) months after the NOA issues.)

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the OG for accuracy (see steps, *below*). If any information is incorrect, the applicant should immediately email the requested correction to **TMPostPubQuery@uspto.gov**. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

1. Click on the following  or paste the URL into an internet browser:  
[http://www.uspto.gov/web/trademarks/tmog/20110830\\_OG.pdf#page=1](http://www.uspto.gov/web/trademarks/tmog/20110830_OG.pdf#page=1)
2. Wait for the total OG to download completely (as indicated on bottom of OG page).
3. At the top/side of the displayed page, click wherever the "binoculars" icon appears.
4. Enter in the "search" box the name of the applicant (for individual: last name, first name) or the serial number in this exact format (with hyphen and comma): 85-287,029, e.g.
5. View the retrieved result(s). If multiple results appear in the "results" box, click directly on each "search term" shown in the box to access  separate appearances in the OG.

**Trademark Snap Shot Publication & Issue Review Stylesheet**

(Table presents the data on Publication &amp; Issue Review Complete)

**OVERVIEW**

SERIAL NUMBER	85287029	FILING DATE	04/05/2011
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	POWER, MARGARET G	L.O. ASSIGNED	103

**PUB INFORMATION**

RUN DATE	07/26/2011		
PUB DATE	08/30/2011		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	07/25/2011		
LITERAL MARK ELEMENT	KDZ BRUXER		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

**MARK DATA**

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	KDZ BRUXER

MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	NO
<b>CURRENT OWNER INFORMATION</b>	
PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Keating Dental Arts, Inc.
ADDRESS	16881 Hale Avenue Irvine, CA 92606
ENTITY	03-CORPORATION
CITIZENSHIP	California
<b>GOODS AND SERVICES</b>	
INTERNATIONAL CLASS	010
DESCRIPTION TEXT	Dental prostheses

<b>GOODS AND SERVICES CLASSIFICATION</b>							
INTERNATIONAL CLASS	010	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

<b>MISCELLANEOUS INFORMATION/STATEMENTS</b>	
CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	Color is not claimed as a feature of the mark.
DISCLAIMER W/PREDETER TXT	"BRUXER"
DESCRIPTION OF MARK	The mark consists of The letters "KDZ" in bold followed by the letters "BRUXER" in smaller font largely encircled by a stylized and elongated incomplete oval-shaped design element.

<b>PROSECUTION HISTORY</b>				
DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
07/25/2011	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	013
07/25/2011	ALIE	A	ASSIGNED TO LIE	012
06/30/2011	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	011
06/30/2011	XAEC	I	EXAMINER'S AMENDMENT ENTERED	010
06/30/2011	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	009
06/30/2011	GNEA	F	EXAMINERS AMENDMENT E-MAILED	008

06/30/2011	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	007
06/30/2011	DOCK	D	ASSIGNED TO EXAMINER	006
05/21/2011	TAEA	I	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	005
05/21/2011	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	004
04/09/2011	MDSC	O	NOTICE OF DESIGN SEARCH CODE MAILED	003
04/08/2011	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
04/08/2011	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001
<b>CURRENT CORRESPONDENCE INFORMATION</b>				
ATTORNEY			Thomas L. Gourde	
CORRESPONDENCE ADDRESS			THOMAS L. GOURDE RAY & GOURDE, LLP 111 PACIFICA STE 120 IRVINE, CA 92618-7419	
DOMESTIC REPRESENTATIVE			NONE	



# Trademark Snap Shot Amendment & Mail Processing Stylesheet

(Table presents the data on Amendment & Mail Processing Complete)

## OVERVIEW

SERIAL NUMBER	85287029	FILING DATE	04/05/2011
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	POWER, MARGARET G	L.O. ASSIGNED	103

## PUB INFORMATION

RUN DATE	07/01/2011		
PUB DATE	N/A		
STATUS	680-APPROVED FOR PUBLICATON		
STATUS DATE	06/30/2011		
LITERAL MARK ELEMENT	KDZ BRUXER		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

## FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

## MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	KDZ BRUXER

MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
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06/30/2011	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	007
06/30/2011	DOCK	D	ASSIGNED TO EXAMINER	006

05/21/2011	TAEA	I	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	005
05/21/2011	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	004
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CORRESPONDENCE ADDRESS			THOMAS L. GOURDE RAY & GOURDE, LLP 111 PACIFICA STE 120 IRVINE, CA 92618-7419	
DOMESTIC REPRESENTATIVE			NONE	





Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)					
<b>OVERVIEW</b>					
SERIAL NUMBER	85287029	FILING DATE	04/05/2011		
REG NUMBER	0000000	REG DATE	N/A		
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK		
INTL REG #	N/A	INTL REG DATE	N/A		
TM ATTORNEY	POWER, MARGARET G	L.O. ASSIGNED	103		
<b>PUB INFORMATION</b>					
RUN DATE	07/01/2011				
PUB DATE	N/A				
STATUS	680-APPROVED FOR PUBLICATION				
STATUS DATE	06/30/2011				
LITERAL MARK ELEMENT	KDZ BRUXER				
DATE ABANDONED	N/A	DATE CANCELLED	N/A		
SECTION 2F	NO	SECTION 2F IN PART	NO		
SECTION 8	NO	SECTION 8 IN PART	NO		
SECTION 15	NO	REPUB 12C	N/A		
RENEWAL FILED	NO	RENEWAL DATE	N/A		
DATE AMEND REG	N/A				
<b>FILING BASIS</b>					
FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		
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STANDARD CHARACTER MARK			NO		
LITERAL MARK ELEMENT			KDZ BRUXER		

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05/21/2011	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	004
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CORRESPONDENCE ADDRESS			THOMAS L. GOURDE RAY & GOURDE, LLP 111 PACIFICA STE 120 IRVINE, CA 92618-7419	
DOMESTIC REPRESENTATIVE			NONE	



**To:** Keating Dental Arts, Inc. ([tgourdelaw@cox.net](mailto:tgourdelaw@cox.net))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85287029 - KDZ BRUXER - N/A  
**Sent:** 6/30/2011 2:57:06 PM  
**Sent As:** ECOM103@USPTO.GOV  
**Attachments:**

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**APPLICATION SERIAL NO.** 85287029

**MARK:** KDZ BRUXER

**\*85287029\***

**CORRESPONDENT ADDRESS:**

THOMAS L. GOURDE  
RAY & GOURDE, LLP  
111 PACIFICA STE 120  
IRVINE, CA 92618-7419

**GENERAL TRADEMARK INFORMATION:**

<http://www.uspto.gov/main/trademarks.htm>

**APPLICANT:** Keating Dental Arts, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET**

**NO:** N/A

**CORRESPONDENT E-MAIL ADDRESS:**

[tgourdelaw@cox.net](mailto:tgourdelaw@cox.net)

**EXAMINER'S AMENDMENT**

**ISSUE/MAILING DATE:** 6/30/2011

**DATABASE SEARCH:** The trademark examining attorney has searched the USPTO's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

**APPLICATION HAS BEEN AMENDED:** In accordance with the authorization granted by THOMAS L. GOURDE on June 30, 2011, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, no response is necessary. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); *see* TMEP §§1402.06 *et seq.*

**Significance**

The following statement is added to the record:

The letters “KDZ” have no meaning other than trademark significance.

*See* 37 C.F.R. §2.61(b); TMEP §808.01(a).

/margaretpower/  
Examining Attorney  
Law Office 103  
margaret.power@uspto.gov  
Phone 571-272-8025

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

**TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS:** Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

**To:** Keating Dental Arts, Inc. ([tgourdelaw@cox.net](mailto:tgourdelaw@cox.net))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85287029 - KDZ BRUXER - N/A  
**Sent:** 6/30/2011 2:57:10 PM  
**Sent As:** ECOM103@USPTO.GOV  
**Attachments:**

**IMPORTANT NOTICE REGARDING YOUR  
U.S. TRADEMARK APPLICATION**

**USPTO LETTER (AN OFFICE ACTION) HAS ISSUED ON 6/30/2011 FOR  
SERIAL NO. 85287029**

Please follow the instructions below:

**TO READ OFFICE LETTER:** Click on this [link](#) or go to <http://portal.uspto.gov/external/portal/tow> and enter the application serial number to [access](#) the Office letter

**PLEASE NOTE:** The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

**HELP:** For *technical* assistance in accessing the Office correspondence, please e-mail [TDR@uspto.gov](mailto:TDR@uspto.gov). Please contact the assigned examining attorney with questions about the Office letter.



## NOTE TO THE FILE

SERIAL NUMBER: 85287029

DATE: 06/30/2011

NAME: mpower

### NOTE:

#### Searched:

☒ Google  
☐ Lexis/Nexis  
☐ OneLook  
☐ Wikipedia  
☒ Acronym Finder  
☐ Other:

#### Discussed ID with:

☐ Senior Atty  
☐ Managing Atty  
  
☐ Protest evidence reviewed

#### Checked:

☐ Geographic significance  
☐ Surname  
☐ Translation  
☐ ID with ID/CLASS mailbox

#### Discussed Geo. Sig. with:

☐ Senior Atty  
☐ Managing Atty

#### Discussed file with

##### Attorney/Applicant via:

<input type="checkbox"/> phone	<input type="checkbox"/> Left message with Attorney/Applicant
<input type="checkbox"/> email	
<input type="checkbox"/> Requested Law Library search for:	<input type="checkbox"/> Issued Examiner's Amendment and entered changes in TRADEUPS
<input type="checkbox"/> <b>PRINT</b>	<input type="checkbox"/> Added design code in TRADEUPS
<input type="checkbox"/> <b>DO NOT PRINT</b>	
<input type="checkbox"/> Description of the mark	
<input type="checkbox"/> Translation statement	<input type="checkbox"/> Re-imaged standard character drawing
<input type="checkbox"/> Negative translation statement	
<input type="checkbox"/> Consent of living individual	<input type="checkbox"/> Contacted TM MADRID ID/CLASS about misclassified definite ID
<input type="checkbox"/> Changed TRADEUPS to:	
<input type="checkbox"/> OTHER:	

Sent to TICRS as Serial Number: 85287084

Sent to TICRS as Serial Number: 85287720

\*\*\* User:mpower \*\*\*

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	5	1	4	4	0:02	"keating dental arts"[on]
02	3	0	3	3	0:03	(*kdz* "kdz" "k d z" "k dz" "kd z")[bi,ti]not dead [ld]
03	5590	N/A	0	0	0:04	260303[dc]not dead [ld]
04	10270	N/A	0	0	0:03	260302[dc]not dead [ld]
05	3	0	3	3	0:01	2 and (3 or 4)
06	8716	N/A	0	0	0:04	*max*[bi,ti]not dead [ld]
07	1	0	1	1	0:01	2 and 6
08	19	0	3	19	0:01	3 and 6
09	25	0	1	25	0:01	4 and 6
10	4797	N/A	0	0	0:04	*ltra*[bi,ti]not dead [ld]
11	1	0	1	1	0:01	2 and 10
12	12	0	1	12	0:01	3 and 10
13	17	0	3	17	0:01	4 and 10
14	724	N/A	0	0	0:02	*br{v} {"ckqx"} {v}r*[bi,ti]not dead [ld]
15	1	0	1	1	0:01	2 and 14
16	2	0	2	2	0:01	3 and 14
17	2	N/A	0	0	0:01	4 and 14
18	216	0	216	174	0:02	14 and "010"[cc]not dead [ld]
19	1	0	1	1	0:03	*bruxer*[bi,ti]not dead [ld]

Session started 6/30/2011 2:32:02 PM

Session finished 6/30/2011 2:46:22 PM

Total search duration 0 minutes 37 seconds

Session duration 14 minutes 20 seconds

Default NEAR limit=1ADJ limit=1

Sent to TICS as Serial Number: 85287029

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)					
<b>OVERVIEW</b>					
SERIAL NUMBER	85287029		FILING DATE	04/05/2011	
REG NUMBER	0000000		REG DATE	N/A	
REGISTER	PRINCIPAL		MARK TYPE	TRADEMARK	
INTL REG #	N/A		INTL REG DATE	N/A	
TM ATTORNEY	TM ATTORNEY NOT ASSIGNED		L.O. ASSIGNED	NONE	
<b>PUB INFORMATION</b>					
RUN DATE	05/24/2011				
PUB DATE	N/A				
STATUS	630-NEW APPLICATION - RECORD INITIALIZED NOT ASSIGNED TO EXAMINER				
STATUS DATE	04/08/2011				
LITERAL MARK ELEMENT	KDZ BRUXER				
DATE ABANDONED	N/A		DATE CANCELLED	N/A	
SECTION 2F	NO		SECTION 2F IN PART	NO	
SECTION 8	NO		SECTION 8 IN PART	NO	
SECTION 15	NO		REPUB 12C	N/A	
RENEWAL FILED	NO		RENEWAL DATE	N/A	
DATE AMEND REG	N/A				
<b>FILING BASIS</b>					
FILED BASIS		CURRENT BASIS		AMENDED BASIS	
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1 (b)	YES	1 (b)	YES	1 (b)	NO
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STANDARD CHARACTER MARK			NO		
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CURRENT CORRESPONDENCE INFORMATION	
ATTORNEY	Thomas L. Gourde
CORRESPONDENCE ADDRESS	THOMAS L. GOURDE RAY & GOURDE, LLP 111 PACIFICA STE 120 IRVINE, CA 92618-7419
DOMESTIC REPRESENTATIVE	NONE



PTO Form 1966 (Rev 5/2006)  
OMB No. 0651-0050 (Exp. 04/30/2011)

## Preliminary Amendment

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85287029
MARK SECTION (no change)	
ADDITIONAL STATEMENTS SECTION	
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of The letters KDZ in bold followed by the letters BRUXER in smaller font largely encircled by a stylized and elongated incomplete oval-shaped design element.
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Thomas L. Gourde/
SIGNATORY'S NAME	Thomas L. Gourde
SIGNATORY'S POSITION	Attorney of record, California bar member
DATE SIGNED	05/21/2011
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Sat May 21 17:34:51 EDT 2011
TEAS STAMP	USPTO/PRA-98.189.46.188-2 0110521173451086833-85287 029-4807ffb99e65a72fce99f 1a8dbe5667e8d3-N/A-N/A-20 110521173038288970

PTO Form 1966 (Rev 5/2006)  
OMB No. 0651-0050 (Exp. 04/30/2011)

**Preliminary Amendment**  
**To the Commissioner for Trademarks:**

Application serial no. **85287029** has been amended as follows:

**ADDITIONAL STATEMENTS**

**Description of mark**

The mark consists of The letters **KDZ** in bold followed by the letters BRUXER in smaller font largely encircled by a stylized and elongated incomplete oval-shaped design element.

**SIGNATURE(S)**

**Voluntary Amendment Signature**

Signature: /Thomas L. Gourde/ Date: 05/21/2011

Signatory's Name: Thomas L. Gourde

Signatory's Position: Attorney of record, California bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 85287029

Internet Transmission Date: Sat May 21 17:34:51 EDT 2011

TEAS Stamp: USPTO/PRA-98.189.46.188-2011052117345108

6833-85287029-4807ffb99e65a72fce99f1a8db

e5667e8d3-N/A-N/A-20110521173038288970



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**From:** TMDesignCodeComments  
**Sent:** Saturday, April 9, 2011 00:16 AM  
**To:** tgourdelaw@cox.net  
**Subject:** Notice of Design Search Code for Serial Number: 85287029

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**ATTORNEY REFERENCE  
NUMBER:**

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The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

DESIGN SEARCH CODES are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page <http://www.uspto.gov/tmdb/dscm/index.html>.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail [TMDesignCodeComments@USPTO.GOV](mailto:TMDesignCodeComments@USPTO.GOV). You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

**Design search codes assigned to the referenced serial number are listed below.**

**DESIGN SEARCH CODES:**

26.03.03 - Incomplete ovals  
26.03.03 - Ovals, incomplete



PTO Form 1478 (Rev 9/2006)  
OMB No. 0651-0009 (Exp 12/31/2011)

# Trademark/Service Mark Application, Principal Register

## TEAS Plus Application

Serial Number: 85287029

Filing Date: 04/05/2011

*NOTE: Data fields with the \* are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

Input Field	Entered
<b>TEAS Plus</b>	<b>YES</b>
<b>MARK INFORMATION</b>	
*MARK	<a href="\\TICRS\EXPORT11\IMAGEOUT11\852\870\85287029\xml1\FTK0002.JPG">\\TICRS\EXPORT11\IMAGEOUT11\852\870\85287029\xml1\FTK0002.JPG</a>
*SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	KDZ BRUXER
*COLOR MARK	NO
*COLOR(S) CLAIMED (If applicable)	
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of The letters KDZ in bold followed by the word BRUXER in smaller font largely encircled by a stylized and elongated oval-shaped design element.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	800 x 600
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Keating Dental Arts, Inc.
*STREET	16881 Hale Avenue
*CITY	Irvine

<b>*STATE</b> (Required for U.S. applicants)	California
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE</b> (Required for U.S. applicants only)	92606
<b>PHONE</b>	949-955-2100
<b>FAX</b>	949-955-3265
<b>EMAIL ADDRESS</b>	bob@keatingdentalarts.com
<b>WEBSITE ADDRESS</b>	http://www.keatingdentalarts.com/
<b>LEGAL ENTITY INFORMATION</b>	
<b>*TYPE</b>	CORPORATION
<b>* STATE/COUNTRY OF INCORPORATION</b>	California
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>* INTERNATIONAL CLASS</b>	010
<b>IDENTIFICATION</b>	Dental prostheses
<b>*FILING BASIS</b>	SECTION 1(b)
<b>ADDITIONAL STATEMENTS SECTION</b>	
<b>*TRANSLATION</b> (if applicable)	
<b>*TRANSLITERATION</b> (if applicable)	
<b>*CLAIMED PRIOR REGISTRATION</b> (if applicable)	
<b>*CONSENT (NAME/LIKENESS)</b> (if applicable)	
<b>*CONCURRENT USE CLAIM</b> (if applicable)	
<b>DISCLAIMER</b>	No claim is made to the exclusive right to use BRUXER apart from the mark as shown.
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Thomas L. Gourde
<b>FIRM NAME</b>	Ray & Gourde, LLP
<b>STREET</b>	111 Pacifica, Suite 120
<b>CITY</b>	Irvine
<b>STATE</b>	California

<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	92618
<b>PHONE</b>	949-825-6520
<b>FAX</b>	949-825-6544
<b>EMAIL ADDRESS</b>	tgourdelaw@cox.net
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>CORRESPONDENCE INFORMATION</b>	
<b>*NAME</b>	Thomas L. Gourde
<b>FIRM NAME</b>	Ray & Gourde, LLP
<b>*STREET</b>	111 Pacifica, Suite 120
<b>*CITY</b>	Irvine
<b>*STATE</b> (Required for U.S. applicants)	California
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE</b>	92618
<b>PHONE</b>	949-825-6520
<b>FAX</b>	949-825-6544
<b>*EMAIL ADDRESS</b>	tgourdelaw@cox.net
<b>*AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	275
<b>*TOTAL FEE PAID</b>	275
<b>SIGNATURE INFORMATION</b>	
<b>* SIGNATURE</b>	/S/
<b>* SIGNATORY'S NAME</b>	Thomas L. Gourde
<b>* SIGNATORY'S POSITION</b>	Attorney of Record
<b>* DATE SIGNED</b>	04/05/2011



PTO Form 1478 (Rev 9/2006)  
OMB No. 0651-0009 (Exp 12/31/2011)

## **Trademark/Service Mark Application, Principal Register**

### **TEAS Plus Application**

**Serial Number: 85287029**

**Filing Date: 04/05/2011**

#### **To the Commissioner for Trademarks:**

**MARK:** KDZ BRUXER (stylized and/or with design, see [mark](#))

The literal element of the mark consists of KDZ BRUXER.

The mark consists of The letters KDZ in bold followed by the word BRUXER in smaller font largely encircled by a stylized and elongated oval-shaped design element.

The applicant, Keating Dental Arts, Inc., a corporation of California, having an address of  
16881 Hale Avenue  
Irvine, California 92606  
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

#### **For specific filing basis information for each item, you must view the display within the Input Table.**

International Class 010: Dental prostheses

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

No claim is made to the exclusive right to use BRUXER apart from the mark as shown.

For informational purposes only, applicant's website address is: <http://www.keatingdentalarts.com/>

The applicant's current Attorney Information:

Thomas L. Gourde of Ray & Gourde, LLP

111 Pacifica, Suite 120  
Irvine, California 92618  
United States

The applicant's current Correspondence Information:

Thomas L. Gourde  
Ray & Gourde, LLP

111 Pacifica, Suite 120  
Irvine, California 92618  
949-825-6520(phone)  
949-825-6544(fax)  
tgourdelaw@cox.net (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

#### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /S/ Date Signed: 04/05/2011  
Signatory's Name: Thomas L. Gourde  
Signatory's Position: Attorney of Record

RAM Sale Number: 5202  
RAM Accounting Date: 04/06/2011

Serial Number: 85287029  
Internet Transmission Date: Tue Apr 05 18:07:55 EDT 2011  
TEAS Stamp: USPTO/FTK-98.189.46.188-2011040518075512  
3026-85287029-480fd8bf3ef0eba7107b28edc6  
92bca53-CC-5202-20110405173348957308



